

Content Outline

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Project Title: Dunkin' Donuts

I want this site to be constructed of multiple pages. Site navigations can be accessible across the top like typical websites. I believe each page can include plentiful photos, visuals, and illustrations. I want this informational website to provide information for everyday eaters for fun. Additionally, other companies and young entrepreneurs can gain insight from learning Dunkin Donuts's growth history. Audience will have fun with not only playful but also organized design.

Home

- Introduce the topic and mention the overall purpose of the website. Briefly list table of contents

History

- Basic Historical context. Any interesting stories?
- Who is the founder?
- When was it founded?
- Where was it founded? Headquarters

Marketing

- Strategies and tactics
- How and why did Dunkin Grow?
- Were there any crises? Ups and downs?
- Competition information

Products/menu

- Baked goods
- Frozen beverages
- Hot beverages
- Iced beverages
- Sandwiches
- Soft drinks

Sources

- A simple list of sources and references